

NOV 06 2003  
**OFFICIAL**

Atty Docket No. 18477-000510US

PTO FAX NO.: (703) 872-9326  
ATTENTION: Examiner Jagdish Patel  
TELEPHONE NO.: (703) 308-7837

Group Art Unit 3624

**OFFICIAL COMMUNICATION  
AMENDMENT, TERMINAL DISCLAIMER, STATEMENT  
UNDER 3.73(B) FOR ENTRY IN U.S. PATENT  
APPLICATION NO. 09/558,945  
FILED APRIL 26, 2000**

**FOR THE PERSONAL ATTENTION OF  
EXAMINER JAGDISH PATEL**

**CERTIFICATION OF FACSIMILE TRANSMISSION**

I hereby certify that the following document(s) in re Application of Jonathan Kepecs, U.S. Application No. 09/558,945, filed April 26, 2000 for SYSTEM AND METHOD FOR INVERTED PROMOTIONS are being facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Document(s) Attached

1. SB/21 Transmittal Form (1 page)
2. SB/17 Fee Transmittal (in duplicate) (2 pages)
3. Amendment (15 pages)
4. SB/26 Terminal Disclaimer (1 page)
5. SB/96 Statement Under 37 C.F.R. 3.73(b) (1 page)

Number of pages being transmitted, including this page: 21

Dated: November 6, 2003

  
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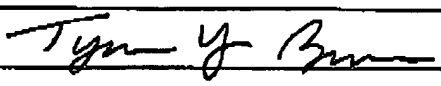
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6076623 v1

PTO/SB/21 (08-03)

<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)		Application Number	09/558,945
		Filing Date	April 26, 2000
		First Named Inventor	Kepecs, Jonathan
		Art Unit	3624
		Examiner Name	Jagdish Patel
Total Number of Pages in This Submission	21	Attorney Docket Number	18477-000510US

ENCLOSURES (Check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.62 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input checked="" type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Statement Under 3.73(b), Certification of Facsimile Transmission
Remarks		The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual	Townsend and Townsend and Crew LLP Tyrome Y. Brown Reg. No. 48,580
Signature	
Date	November 6, 2003

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Typed or printed name	Krista K. Merriman
Signature	
Date	November 6, 2003

60076558 v1

PTO/SB/17 (10-03)

# FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 55

## Complete if Known

Application Number 09/558,945  
 Filing Date April 26, 2000  
 First Named Inventor Kepecs, Jonathan  
 Examiner Name Jagdish Patel  
 Art Unit 3624  
 Attorney Docket No. 18477-000510US

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:Deposit  
Account  
Number

20-1430

Deposit  
Account  
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☒ Charge fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) or any underpayment of fee(s)☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		1001	770	2001 385 Utility filing fee	
		1002	340	2002 170 Design filing fee	
		1003	530	2003 265 Plant filing fee	
		1004	770	2004 385 Reissue filing fee	
		1005	180	2005 80 Provisional filing fee	

SUBTOTAL (1)

(\$)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims			
Multiple Dependent			

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description
		1202	18	2202 9 Claims in excess of 20
		1201	86	2201 43 Independent claims in excess of 3
		1203	280	2203 145 Multiple dependent claim, if not paid
		1204	86	2204 43 ** Reissue independent claims over original patent
		1205	18	2205 9 ** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2)

(\$)

\*or number previously paid, if greater; For Reissue, see above

## 3. ADDITIONAL FEES

Large	Entity	Small	Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	1051	130	Surcharge - late filing fee or oath	
1052	50	2052	25	1052	50	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	1812	2,520	For filing a request for reexamination	
1804	920*	1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	1251	110	Extension for reply within first month	
1252	420	2252	210	1252	420	Extension for reply within second month	
1253	850	2253	475	1253	850	Extension for reply within third month	
1254	1,480	2254	740	1254	1,480	Extension for reply within fourth month	
1255	2,010	2255	1,005	1255	2,010	Extension for reply within fifth month	
1401	330	2401	165	1401	330	Notice of Appeal	
1402	330	2402	165	1402	330	Filing a brief in support of an appeal	
1403	290	2403	145	1403	290	Request for oral hearing	
1451	1,510	1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	1452	110	Petition to revive - unavoidable	
1453	1,230	2453	615	1453	1,230	Petition to revive - unintentional	
1501	1,330	2501	665	1501	1,330	Utility issue fee (or reissue)	
1502	480	2502	240	1502	480	Design issue fee	
1503	640	2503	320	1503	640	Plant issue fee	
1460	130	1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	1807	50	Petitions related to provisional applications	
1808	180	1808	180	1808	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	1809	770	Filing a submission after final rejection (37 CFR § 1.128(e))	
1810	770	2810	385	1810	770	For each additional invention to be examined (37 CFR § 1.129(b))	
1801	770	2801	385	1801	770	Request for Continued Examination (RCE)	
1802	900	1802	900	1802	900	Request for expedited examination of a design application	

Other fee (specify) Terminal Disclaimer

55

\*Reduced by Basic Filing Fee Paid SUBTOTAL (3)

(\$)55

## SUBMITTED BY

## Complete (if applicable)

Name (Print/Type)

Tyronne Y. Brown

Registration No. (Attorney/Agent)

48,580

Telephone

650-328-2400

Signature

Tyronne Y. Brown

Date

November 6, 2003

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PTO/SB/98 (08-03)

Approved for use through 07/31/2008. OMB 0851-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Jonathan KepecsApplication No./Patent No.: 09/558,945 Filed/Issue Date: April 26, 2000Entitled: SYSTEM AND METHOD FOR INVERTED PROMOTIONSConcept Shopping, Inc., a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 011126, Frame 0092, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

October 1, 2003

Date

630-963-7670

Telephone number

Joseph R. Battoe

Typed or printed name

[Signature]

Signature

President & CEO

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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